2. The compound represented by Formula I or Formula I' according to claim 1, a salt or a solvate thereof, wherein:

$$(R_3)_p$$

$$(R_3$$

wherein m, t and r are each independently selected from the group consisting of 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 or

L¹ is $-(CH_2)_e$ —C(O)NH— $(CH_2CH_2O)_f$ — $(CH_2)_g$ —, or $-(CH_2)_h$ —C(O)NH— $CH[CH_2)_i$ —NHC(O)— $(CH_2CH_2O)_f$ — $(CH_2)_k$ — CH_3]—, wherein e, f, g, h, i, j and k are each independently selected from the group consisting of 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11.

3. A compound represented by Formula II or Formula II', a salt or a solvate thereof,

wherein:

W is

wherein the two carbonyl groups are located on the same side of the C—C double bond, which is a cis structure;

B is an active compound selected from the group consisting of drug, cytotoxin, detection reagent, diagnostic reagent and targeting carrier.

B is coupled to the site * through a N atom or O atom in the active compound molecule; or B is coupled to L³ through a N atom or O atom in the active compound molecule;

 $\rm R_1 is~a~C_{1-6}$ linear or branched alkyl and Ri is optionally mono- or multi-substituted by one or more substituents selected from the group consisting of: halogen and $\rm C_{1-4}$ alkoxy:

 $\begin{array}{c} {\rm L^1 \ is \ selected \ from \ the \ group \ consisting \ of: -(CH_2)_m-, } \\ -({\rm CH_2})_t{\rm O}-, \ \ -({\rm CH_2CH_2O})_r-, \ \ -{\rm O}-, \ \ -{\rm NH}-, \\ -{\rm S}-, \ \ -{\rm S}({\rm O})-, \ \ -{\rm S}({\rm O})_2-, \ \ -{\rm NCH_3}-, \ \ -{\rm NH} \\ ({\rm CH_2})_2{\rm NH}-, \ \ -{\rm C}({\rm O})-, \ \ \ -({\rm CH_2})_e-{\rm C}({\rm O}){\rm NH}- \\ ({\rm CH_2CH_2O})_f-({\rm CH_2})_g-, \ \ \ -({\rm CH_2})_h-{\rm C}({\rm O}){\rm NH}-{\rm CH} \\ [{\rm CH_2})_i-{\rm NHC}({\rm O})-({\rm CH_2CH_2O})_j-({\rm CH_2})_k-{\rm CH_3}]-, \end{array}$

$$(R_3)_p$$

$$(R_3)_p$$

$$(R_3)_p$$

$$(R_3)_p$$

$$(R_3)_p$$

$$(R_3)_p$$

$$(R_3)_p$$

$$(R_3)_p$$

L² is $\begin{array}{c} & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & & \\ & & \\ & & & \\ & & \\ & & & \\ & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ & & \\ &$

L³ is